Contract Approval – Open Enrollment Readiness (VOTE)

KEVIN MCDEVITT
IT Implementation Manager

JASON LEFFERTS
Director of Communications

Board of Directors Meeting, June 11, 2015

Overview

- Today we are presenting two items for Board approval related to 2016 Open Enrollment readiness

    1. The first item is related to system integration and testing with Dell Marketing Services LLC, our customer service and business operations vendor, for work not to exceed $4.8M

    2. The second is related to public education and outreach activities leading up to and during the Open Enrollment period, supported by Weber Shandwick, for work not to exceed $2.5M

Dell Marketing Services LLC – System Modifications and Testing to Support Open Enrollment 2016

Summary of Terms and Scope of Work

- We are requesting a vote authorizing work in an amount *not to exceed* $4.8M that is required to integrate Dell's Financial Management System (FMS) with new hCentive functionality in advance of November 2015, the beginning of the 2016 Open Enrollment

- Working in collaboration with Optum and hCentive, Dell has been responsible for the back-end system functions, including billing and enrollment, as well as carrier transactions

- To date, work between Dell and Optum and hCentive has been focused on standing up initial enrollments into coverage and management of those enrollments, but the work described herein is focused on new functionality tied to the next phase of enrollments: redeterminations of eligibility and renewals of health or dental plans

- The work needed is structured around the three upcoming hCentive releases that are expected to provide the functionality needed for the 2016 Open Enrollment, and is comparable to the hours and cost of similar integration work needed to initially connect with hCentive on eligibility and enrollment functionality

Work Order in Detail

- Duration: Through November 2015

- Cost: Total *not to exceed* $4.8 million

- Major items in scope of work:

  – Deployment and use of additional environments to match and support supplemental Optum environments required to support multiple concurrent releases

  – Updated FMS configuration to accommodate 2016 health and dental plans

  – Redesign of add transactions XML to/from hCentive to FMS to support redeterminations of existing members

  – Design of renewal XML to/from hCentive to FMS

  – Enrollment/Billing detailed testing with carriers

  – CMS 834 configuration updates and testing

  – Any additional testing required to integrate with other hCentive functionality related to the three upcoming releases (6.0, 6.5 and 7.0)

Weber Shandwick

Overview: Outreach and Messaging Partner and Budget

We propose to again work with Weber Shandwick as partners in outreach and messaging.

- We are requesting a vote for work in an amount *not to exceed* $2.5M that will be completed by Weber Shandwick to support our outreach and education campaign leading up to and during the 2016 Open Enrollment

- Weber Shandwick has been a partner with the Health Connector since 2007

- The budget for FY 2016 is $2.5 million, which is similar to previous state-funded budgets before Affordable Care Act (ACA) transition and federal establishment grant support

- Weber will support the Health Connector's efforts through message creation, developing creative pieces and planning platform and frequency schedules

	$4.5M	$4.5M	
$2.3M			$2.5M
FY13	FY14	FY15	FY16

Outreach and Messaging Goals

For 2016, we reinvest in our core audience, with new data and strategies to enhance our efforts.

- Our main outreach and education messaging targets those without coverage, with the goal to lower the uninsured rate and add to the Health Connector's membership

- Data from multiple sources allow us to better identify high-priority communities and regions, and focus messaging in those communities

- To maximize impact, we will focus on local media, including non-traditional platforms in the "out-of-home" space

- The chief message to current members will be to renew coverage, and take the time to shop and ensure they are in the plan that best meets their needs

- We want to break out of the Open Enrollment cycle and create a year-round messaging plan for the organization

Outreach and Messaging Targets

Remaining Uninsured

- Reports by the Center for Health Information and Analysis (CHIA) and the Blue Cross Blue Shield Foundation of Massachusetts, along with our own data research, helps us identify the state's uninsured – young, male, Hispanic and living in urban areas
- Messaging material will be prepared in a variety of languages, focusing on placement in areas with non-English speaking populations, including Spanish, Portuguese, Chinese and Vietnamese

Returning Members

- Current members will receive mail in advance of Open Enrollment letting them know their opportunity to renew their plan or review options, or a new plan is coming
- Outreach and messaging on broad platforms will reinforce that members will have an easy process to manage during this Open Enrollment

General Public

- Reinforce as a public service that Open Enrollment is for everyone in the Commonwealth, not just those in Health Connector coverage
- Remind residents of the health and economic benefits of health insurance, and the ability to comparison shop through the Health Connector

2015-2016 Strategy

- Increase messaging impact by focusing on local media resources in key communities

- Shift from broad-based platforms to concentrate on:

  - Local outlets

  - Ethnic media

  - "Out-of-home" locations such as billboards, local stores and gas stations

- Focus groups to be held in high-priority areas this summer to test messaging

- Use conversations and input from ethnic and local community groups in high-priority areas to identify the best messages and locations to reach uninsured residents
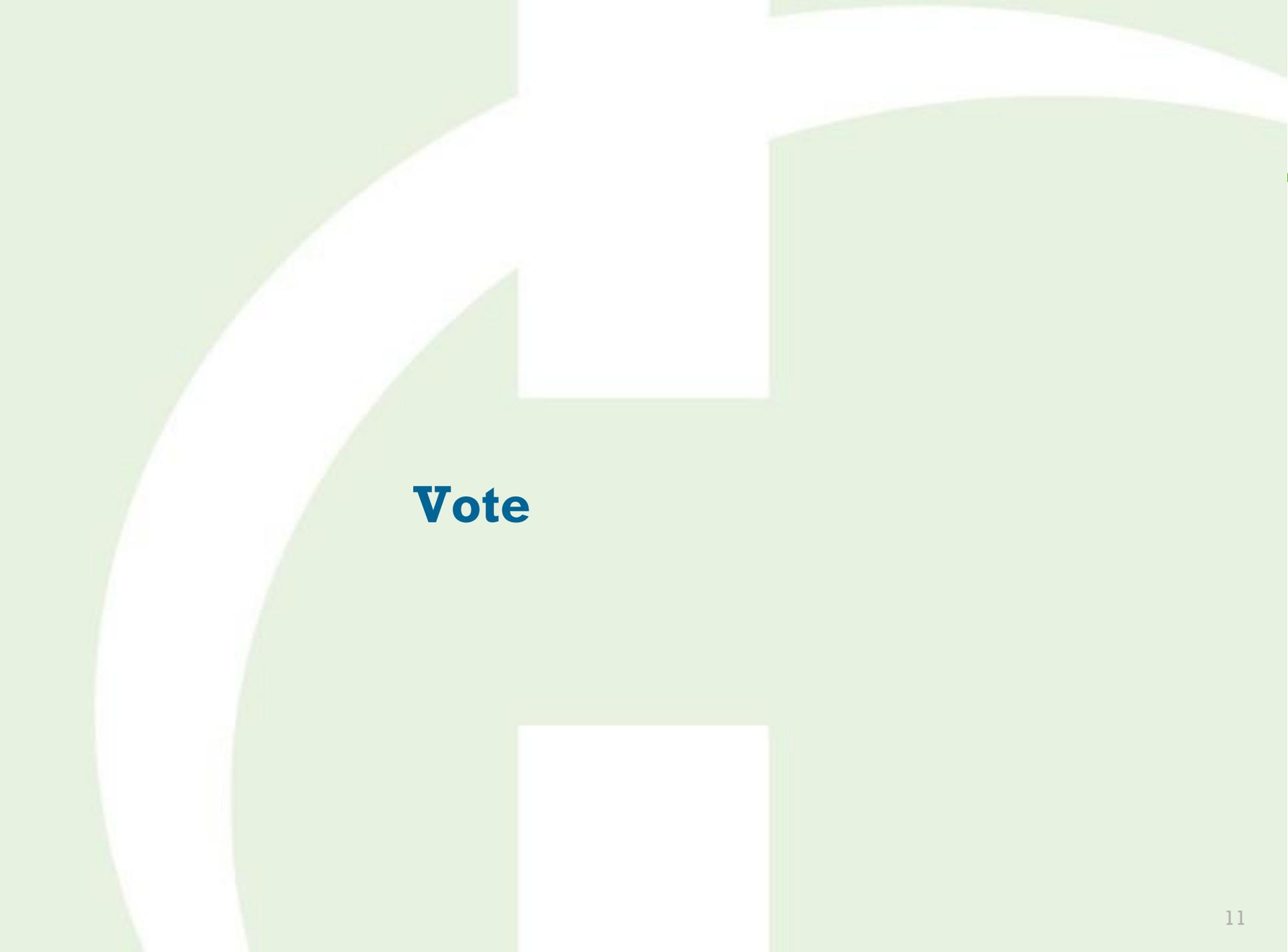
Vote

VOTE

Health Connector staff recommends authorizing the Executive Director to enter into (1) agreements for services to be provided by Dell Marketing LLP and (2) a contract extension for fiscal year 2016 with Weber Shandwick, on the terms set out in this presentation.